



6.0 Housing Element

The Housing Element of the Goodyear General Plan 2003-2013 identifies housing opportunities in Goodyear and ways the City can provide a variety of choices and styles that will appeal to its existing and future residents. The element is intended to present a framework to enhance housing opportunities for the entire community, regardless of race, color, creed, or economic level. The Housing Element is also a logical extension of the residential components of the Land Use Element.

The Housing Element is organized into the four sections identified below to distinctively communicate the City's future direction for residential growth and revitalization:

- Background
- Housing Goals, Objectives, and Policies
- Housing Plan
- Housing Element Implementation Activities

6.1 Background

The Housing Element of the General Plan provides a recommended guide for residential use in the City of Goodyear through the year 2013. The City of Goodyear has increased its population over 200 percent (from 6,258 residents in 1990 to 31,600 in January 1, 2003) as shown through the escalation of permit activity on Table 6.1, *Goodyear Single Family Building Permits*. Housing growth is attributed to the availability of affordable and plentiful land in the West Valley as well as the considerable growth in the economic sectors of the City and region. Goodyear also boasts a large amount of undeveloped land (much of which is entitled) that will provide opportunities for both workforce housing and competitive advantages for large (one half to one acre lot developments. Additionally, the amount of occupied units increased, from 85 percent in 1990 to over 91 percent in 2000, illustrating the increasing demand for both resale and new housing construction within the planning area.

There are more than 12,000 platted housing units in the City at the present time. More than 100,000 dwelling units have been granted zoning approvals







by the City. While the City desires to provide a full range of residential products, the median home cost in the planning area is \$156,800, which is 8.1 percent higher than the median home cost in the Phoenix Metropolitan Area (\$145,000 in year 2000 dollars).

The City is striving to enhance the quality of neighborhoods for its existing and future residents. Both Estrella Mountain Ranch and Palm Valley have been voted within the top five master planned communities in the Phoenix Metropolitan Area (Best of Arizona Business, 2000). PebbleCreek was acknowledged as the second best retirement community in the same poll. Overall, Goodyear is dedicated to providing quality-planned growth and increasing its variety of choices for first time, move-up and executive housing product buyers.

1877₁₈₃₉ 2000 1800 1600 1400 1200 993 1031 1000 833 800 637 558 457 600 400 250 200 1999 , 1997 1998 1995 1996 Year

Table 6.1 Goodyear Single Family Building Permits

* As of October, 2002

Source: City of Goodyear, November 2002

Residential development comprises four percent (approximately 2,900 acres) of the existing land use within the entire planning area. Existing neighborhoods are located primarily within the master planned communities of Arnold







Manor, Canyon Trails, Cottonflower, Estrella Mountain Ranch, Estrella Vista, Goodyear Estates, Manzanita Heights, Palm Valley, PebbleCreek, and Wildflower Ranch. Residential development pressures are increasing as a result of the high quality of life that has been implemented through the careful oversight of master planned communities over the last five to seven years. In fact, the full build-out of the City's land within the planning area is predicted to yield approximately 357,900 additional Goodyear residents located in 132,500 housing units.

The City compares favorably with Maricopa County and the State of Arizona in terms of its existing housing stock. Table 6.2, *Goodyear Comparative Housing Characteristics*, 2000, identifies the occupancy, size and vacancy of its existing housing stock.

In Table 6.2, the year 2000 data identified that:

- Goodyear has a lower average owner-occupied household size (2.66 persons per household) than Phoenix and Arizona. This low percentage may be due to the high proportion of residents who are retired.
- Goodyear has a slightly higher homeowner vacancy rate (2.7 percent) than Maricopa County and Arizona. This high percentage may be due to the large amount of new housing development within the City.
- Goodyear has a higher percentage of occupied housing units (91.3 percent) compared to the County and the State. Again, the recent development and sales activity of a majority of its housing stock may be responsible.
- Goodyear's seasonal, recreational, or occasional use housing (3.1 percent) is lower than both the County and the State. This is due to the increase of families in the community who are full time residents.
- Goodyear has a much lower proportion of renter-occupied housing (15 percent less) than Maricopa County and the State. This is based on the exponential growth of the single family detached housing market and the lack of new rental housing construction.
- Goodyear's large amount of owner-occupied housing (84.7 percent) provides a small amount of available rental properties, which creates a challenging housing market for those residents with lower incomes. In many cases, renter occupied units offer lower monthly housing costs (rent).







Table 6.2 Goodyear Comparative Housing Characteristics, 2000

	Goodyear	Phoenix	Maricopa County	Arizona	United States
Housing Occupancy					
Occupied Housing Units	6,179	465,834	1,132,886	1,901,327	105,480,101
Vacant Housing Units	<u>592</u>	<u>29,998</u>	<u>117,345</u>	287,862	10,424,540
Total	6,771	495,832	1,250,231	2,189,189	115,904,641
For Seasonal, Recreation, or Occasional Use	207	4,545	49,584	141,965	3,578,718
Occupied Housing Units					
Owner-Occupied Housing Units	5,236	282,670	764,547	1,293,556	69,815,753
Renter Occupied Housing Units	<u>943</u>	<u>183,164</u>	<u>368,339</u>	607,771	35,664,348
Total	6,179	465,834	1,132,886	1,901,327	105,480,101
Average Household Size					
Owner-Occupied Units	2.66	2.89	2.74	2.69	2.69
Renter-Occupied Units	2.80	2.63	2.54	2.53	2.40
Vacancy Rates					
Homeowner Vacancy Rate	2.7%	1.4%	1.8%	2.1%	1.7%
Rental Vacancy Rate	5.9%	7.9%	8.7%	9.2%	6.8%
Distribution					
Occupied Housing Units	91.3%	93.9%	90.6%	86.9%	91.0%
Vacant Housing Units	<u>8.7%</u>	<u>6.1%</u>	9.4%	<u>13.1%</u>	9.0%
Total	100%	100%	100%	100%	100%
For Seasonal, Recreation, or Occasional Use	3.1%	0.9%	4.0%	6.5%	3.1%
Owner-Occupied Units	84.7%	60.7%	67.5%	68.0%	66.2%
Renter-Occupied Units	<u>15.3%</u>	<u>39.3%</u>	<u>32.5%</u>	32.0%	33.8%
Total	100%	100%	100%	100%	100%

Source: U.S. Census Bureau, 2000 Census

The comparison between Goodyear, Maricopa County, and Arizona provides a clear picture of the existing housing conditions in the City. Overall, Goodyear is predominantly a single-family, owner-occupied city with a large amount of new home development (thus the higher occupancy rates). Goodyear is anticipated to have enormous growth, with its population projected to reach approximately 97,200 residents by the year 2013. During this transition from a small to moderate-sized city, Goodyear could gain a higher percentage of renter occupied units to meet the shelter needs of new residents and workers. In fact, more than 200 rental units were constructed in the Spring of 2003.







Table 6.3
Goodyear Comparative Owner Occupied Characteristics, 2000

Value	Goodyear	Maricopa County	Arizona
Less than \$50,000	0.8%	2.3%	4.9%
\$50,000 to \$99,999	14.5%	27.1%	30.7%
\$100,000 to \$149,99	30.4%	33.2%	30.7%
\$150,000 to \$199,999	30.7%	16.5%	15.2%
\$200,000 to \$299,999	18.7%	12.3%	11.2%
\$300,000 to \$499,999	4.7%	5.9%	5.2%
\$500,000 to \$999,999	0.1%	2.0%	1.7%
\$1,000,000 or more	0.1%	0.6%	0.5%
Total	100%	100%	100%
Median Housing Value	\$156,800	\$129,200	\$121,300
thly Housing Mortgage Cost			
Less than \$300	0.0%	0.2%	0.4%
\$300-\$499	1.9%	2.5%	3.2%
\$500-\$699	3.3%	8.0%	9.1%
\$700-\$999	18.2%	22.5%	22.3%
\$1,000-\$1,499	38.8%	28.9%	25.4%
\$1,500-\$1,999	13.7%	10.7%	8.9%
\$2,000 or more	5.2%	7.0%	5.6%
Not Mortgaged	18.8%	20.3%	25.1%
Total	100%	100%	100%
Median Monthly Mortgage Cost	\$1,195	\$1,095	\$1,039
thly Housing Cost as Percentage of House			
Less than 15 percent	28.5%	32.7%	34.8%
15 to 19 percent	16.4%	18.2%	17.5%
20 to 24 percent	16.7%	15.1%	14.3%
25 to 29 percent	12.0%	10.5%	9.9%
30 to 34 percent	8.1%	6.6%	6.4%
35 percent or more	17.6%	16.2%	16.2%
Not computed	0.8%	0.7%	0.9%
Total	100%	100%	100%
age Household Income	\$57,492	\$45,358	\$40,558

Source: U.S. Census Bureau, 2000 Census







Table 6.4
Goodyear Comparative Renter Occupied Characteristics, 2000

Gross Rent (monthly)	Goodyear	Maricopa County	Arizona
Less than \$200	3.8%	2.4%	3.2%
\$200 to \$299	2.4%	2.0%	3.6%
\$300 to \$499	2.7%	15.1%	20.6%
\$500 to \$749	31.3%	42.0%	38.8%
\$750 to \$999	28.0%	22.3%	18.3%
\$1,000 to \$1,499	19.4%	10.4%	8.1%
\$1,500 or more	6.0%	2.4%	2.0%
No Cash Rent	6.4%	3.3%	5.4%
Total	100%	100%	100%
Median	\$793	\$666	\$619
Monthly Housing Cost as Percent	tage of Household I	ncome in 1999	
Less than 15 percent	17.0%	15.1%	15.8%
15 to 19 percent	20.0%	14.6%	13.8%
20 to 24 percent	14.7%	13.7%	13.1%
25 to 29 percent	10.0%	11.6%	11.0%
30 to 34 percent	6.9%	8.2%	7.8%
35 percent or more	24.2%	31.1%	30.9%
Not computed	7.2%	5.7%	7.7%
Total	100%	100%	100%
verage Household Income	\$57,492	\$45,358	\$40,558

Source: U.S. Census Bureau, 2000 Census

Family is a key component of the City's overall vision to create a unique blend of residential and other compatible use opportunities in the future. The land use plan (described previously) balances the key elements of employment, residential, and open space to provide Goodyear residents the opportunity to achieve this value. As such, the land use plan uses six primary residential land use designations, as shown in Table 6.5, *Proposed Land Use Plan Residential Land Use Designations*, to create a diverse community. These categories provide a variety of housing choices for Goodyear citizens. While over 50 percent of the residentially designated acreage will range up to a maximum density of 6 dwelling units per acre, 6 percent of the housing will exceed 6 dwelling units per acre.







Table 6.5
Proposed Land Use Plan Residential Land Use Designations

Residential Designation	Density Range	Land Use Composition (percent of total)
Agricultural Preservation	1.0 Du/Ac	1
Rural Residential	0.0-2.0 Du/Ac	23
Low Density Residential	2.0-4.0 Du/Ac	20
Low-Medium Density Residential	4.0-6.0 Du/Ac	8
Medium Density Residential	6.0-10.0 Du/Ac	3
Medium-High Density Residential	10.0-20.0 Du/Ac	2
High Density Residential*	20.0 Du/Ac or greater	1
Total		58

Sources: City of Goodyear and URS, December 2002





^{*} Note: HDR use is also a component of the City Center Land Use Designation; and Village Center and High Intensity Mixed-Use Corridor overlays.



6.2 Housing Goals, Objectives, and Policies

The goals, objectives, and policies presented in the Housing Element serve as the City's guide to meet the needs for a diversified housing stock. The presented goals are the culmination of revalidated issues from the 1998 General Plan, input from the General Plan Advisory Committee (GPAC) and the residents of the City, Community Development Department staff and other City Department staff involvement, and URS's professional assessment. The Housing goals respond to the following issues:

- To provide attractive and high quality new housing
- To invest in older housing areas to keep them viable
- To provide a sense of community among neighborhoods

Goal A: A Stock of Superior Designed and Well-Constructed New Neighborhoods.

Objective A-1: Continue to foster high quality, attractive neighborhoods.

Policy A-1a: The City shall review and update the adopted Design Guidelines to correspond with changing housing and market trends.

Policy A-1b: The City shall continue to foster the provision of adequate garage storage space and facilities within housing developments to enhance functionality and visual appeal of the neighborhood.

Policy A-1c: The City shall strongly encourage the use of regionally appropriate and diverse architecture and landscape treatments appropriate to the Sonoran desert.

Policy A-1d: The City shall continue to strive for neighborhood, community and regional connectivity of its park and open space network.

Policy A-1e: The City shall foster the opportunities for social interaction through site and community design (i.e., front







porches, back loaded garages, narrow streets, and varied setbacks, etc.)

Policy A-1f: The City shall partner with those developers who integrate housing that is affordable within their large, high quality master planned developments.

Objective A-2: Provide a diverse stock of housing products.

Policy A-2a: The City shall encourage a mix of housing types that is consistent with market trends, satisfies demand, and adequately meets the needs of all prospective residents and workers.

Policy A-2b: The City shall evaluate a variety of tools (i.e., density bonuses, clustering, reduced lot sizes, flexible development standards) for proposals that assist in increasing the variety of housing products.

Policy A-2c: The City shall evaluate the merits of an inclusionary zoning ordinance to allow the mixing of housing that is affordable (i.e., 60 to 120 percent of median family income) on smaller lots within appropriate market rate projects.

Policy A-2d: The City shall prepare an incentives plan that considers, but is not limited to, tax incentives, tax exempt financing, and grant-in-aid support as a catalyst to partner with development and financial interests that provide appropriate levels of workforce housing.

Policy A-2e: The City shall support the location of special needs transportation services adjacent to, or within proximity to, special needs housing.

Objective A-3: Maintain and enhance construction inspections to assure structural longevity.







Policy A-3a: The City shall continue to review its personnel workload annually to assure timely and comprehensive inspections.

Policy A-3b: The City shall conduct a cost benefit analysis to determine the appropriate timeframe to conduct updates of its uniform building and fire codes to provide cost effective construction that protects the health, safety and welfare of its existing and new residents, and responders.

Goal B: A Stock of Attractive, Mature Neighborhoods.

Objective B-1: Utilize revitalization programs to upgrade existing neighborhoods.

Policy B-1a: The City shall continue to utilize its Community Development Block Grant (CDBG) funding for residential acquisition, rehabilitation, and necessary demolition/clearance activities and other projects that enhance the livability of existing neighborhoods.

Policy B-1b: The City shall evaluate the benefits and implement development fee and permit credits for appropriate infill and revitalization projects.

Policy B-1c: The City shall review existing detrimental neighborhood conditions (i.e., crime, maintenance, resale values, etc.) to evaluate the potential benefits of revitalization activities.

Policy B-1d: The City shall review and identify/reprioritize activities in its Capital Improvement Program that would benefit revitalized areas.

Policy B-1e: The City shall partner with financial institutions (i.e., Arizona Bankers Association, Savings and Loan League of Arizona and Arizona Multibank) to explore the benefits of Community Reinvestment Act funding for revitalized areas.







Policy B-1f: The City shall develop a historic preservation committee to assist in the protection and rehabilitation of its mature areas.

Objective B-2: Aggressively pursue federal, state and regional grant monies for direct and indirect revitalization activities.

Policy B-2a: The City shall pursue and hire a full-time grant preparer/coordinator position to enhance the City's capture of state and federal housing and other community resources.

Policy B-2b: The City shall evaluate the need for additional personnel, resident committee(s) or consultant services to conduct neighborhood outreach, planning, and revitalization activities.

Objective B-3: Foster community clean-up and enhancement programs.

Policy B-3a: The City shall create partnerships with local businesses and agencies to develop an "Adopt-A-Block" and neighborhood clean-up program.

Policy B-3b: The City shall identify locations and enlist the support of community organizations to enhance areas that would benefit from periodic clean-up programs.

Policy B-3c: The City shall promote ongoing sponsorships to individuals as well as organized and informal civic groups who desire to improve the City's image and character.

Policy B-3d: The City shall initiate an educational program, (augmented with assistance from other technical support groups as necessary) to assist Homeowner Associations (HOA's) maintain and enhance their facilities.







Goal C: A Community of Connected New and Mature Neighborhoods.

Objective C-1: Ensure that roadways, sidewalks, and trail systems are connected throughout residential parcels and are convenient to public facilities and commercial uses.

Policy C-1a: The City shall utilize its adopted Parks, Trails, and Open Space Master Plan to ensure the connectivity of new and existing neighborhoods.

Policy C-1b: The City shall continue to review development plans to assure their linkage with existing developments, roadways, and trail systems.

Policy C-1c: The City shall partner with appropriate governmental and private entities in the provision of pedestrian crossings of high volume vehicular transportation facilities to maximize the safe movement of people.

Policy C-1d: The City shall continue to maintain public roadways, sidewalks, and trails systems in a high quality manner.

Objective C-2: Utilize streetscapes as unifying elements among existing and new neighborhoods.

Policy C-2a: The City shall establish street tree theming on its parkways, major, and arterial roadways to establish gateways and connect residential neighborhoods.







6.3 Housing Plan

An increasingly important issue in the provision of housing in Goodyear will be its affordability for first time buyers. The City's housing costs now average nearly \$12,000 more than the median in Maricopa County. Goodyear is committed to make housing affordable for its future generations, as they are the community's residents of tomorrow.

Affordable housing is defined as shelter for those who are making 50-80 percent below the City's median family income (MFI) (i.e., \$28,746-\$45,994). It is important to develop high quality neighborhoods, while also developing opportunities for housing that is affordable, particularly in larger projects. In response to record low interest rates, the option of home buying is becoming more attainable for more residents. When considering the 2002 median home cost (\$156,800 with a 10 percent down payment (\$15,680)), the monthly payments on a 30-year, 5.72-7.25 (based upon the December 2002 average and maximum rates in the Phoenix Metropolitan Area) percent fixed rate loan is \$866-\$1,070. Considering the generally accepted maximum payment of 30 percent of the adjusted gross income for housing, a household earning between \$2,887 and \$3,567 monthly (\$34,640-\$42,800 annually), would be able to qualify for a loan.

In summary, nearly 80 percent of the residents in Goodyear are capable of affording the median priced home. This would leave more than 20 percent of the residents unable to afford the \$915 monthly payment. However, approximately 15 percent of the housing stock is valued below \$99,999 (according to the 2000 Census), which would allow another 10 percent of the City residents the opportunity of home ownership, if other personal financial obligations were not extensive.







Table 6.6 Average Household Income

Annual Income	Goodyear	Maricopa County	Arizona
Less than \$10,000	3.2%	6.8%	8.6%
\$10,000-\$14,999	2.1%	5.2%	6.4%
\$15,000-\$24,999	7.3%	12.2%	13.9%
\$25,000-\$34,999	9.6%	13.1%	14.0%
\$35,000-\$49,999	18.7%	17.5%	17.5%
\$50,000-\$74,999	27.3%	20.7%	19.2%
\$75,000-\$99,999	15.6%	11.2%	9.7%
\$100,000-\$149,999	11.0%	8.4%	6.9%
\$150,000-\$199,999	2.6%	2.3%	1.9%
\$200,000 or more	2.7%	2.5%	2.0%
Median	\$ 57,492	\$ 45,358	\$ 40,558

Currently, residents in Goodyear average \$1,195 a month for mortgage payments. Goodyear residents also, on average, spend more of their monthly salary on mortgage payments than the rest of Maricopa County. In 2000, nearly 26 percent of the City's residents paid over 30 percent of their income on their mortgage. In comparison, only 22.8 percent and 22.6 percent of Maricopa County and Arizona residents, respectively, were "payment poor."

In an effort to quantify the housing needs for the planning area within the next 10 years, the anticipated population of 97,200 residents is allocated among the six land use categories as identified in the land use element. The results of the analysis are shown on Table 6.7, *Goodyear Residential Composition*, 2013. As shown, if the City achieves the identified population and land use allocations, a total of nearly 35,000 households will be located in the City, absorbing over 10,500 acres (16.4 square miles) of land.







Table 6.7 Goodyear Residential Composition, 2013

Residential Designation	Housing Product	Total Housing Allocation (Percentage) ^a	Total Population	Total Households ^b	Gross Acreage Needed ^c
Rural Residential	Single-Family				
(0.0-2.0 du/ac)	Detached	4	3,700	1,390	1,390
Low Density Residential	Single Family				
(2.0-4.0 du/ac)	Detached	65	60,300	22,650	7,550
Low-Medium Density Residential	Single Family				
(4.0-6.0 du/ac)	Detached and	15	13,900	5,230	1050
Medium Density Residential	Townhome and				
(8.0-10.0 du/ac)	Condominium	10	9,300	3,490	400
Medium-High Density Residential (10.0-20.0 du/ac)	Townhome and Condominium	5	4,600	1,660	100
High Density Residential (20.0+ du/ac)	Townhome and Condominium	1	900	330	20
Total		100	92,700	34,750	10,510

- a. Based on the land use composition at buildout.
- b. The projected buildout population is based on 2.66 persons per dwelling unit in RR, LDR, L-MDR, and MDR; and 2.80 persons per dwelling unit in M-HDR and HDR designated land uses.
- c. Based on median values of the density designations.

Goodyear has implemented design guidelines to promote quality and aesthetically pleasing housing development that will stand the test of time. However, these design guidelines are by no means a barrier for housing diversity. The Land Use Plan denotes six residential categories and two mixed-use alternatives, which combine commercial and residential uses with the City Center and Village Center categories. The City of Goodyear works closely with developers to assure that the uniqueness and character of each community will complement the City's image.







6.4 Housing Element Implementation Activities

The Housing Element Implementation Activities identify both short- and long-term projects that will achieve the goals and objectives identified previously. A listing of these activities is provided below and organized into both near (1-5 year) and long-term (5-10 year) timeframes to support the 10-year update timeframe mandated by Arizona Revised Statutes (ARS). The activities identified for near-term implementation are further defined in Chapter 12.0, *Implementation Program*.

Near-Term Implementation Activities	Long-Term Implementation Activities
Update Design Guidelines	Construction Inspection Workload
	Analysis
Adopt Inclusionary Zoning Ordinance	Detrimental Neighborhood
	Conditions Analysis
Building Code Review/Adoption	Adopt-a-Block Program
Lending Community Partnership	Workforce Housing Incentives Plan
Historic Preservation Committee	
Creation	
Grant Coordinator Position Funded	
Homeowner Association Education	
Program	



